



M I C H E L  
**HERBELIN**

ATELIER D'HORLOGERIE FRANÇAISE

DEPUIS 1947



**CATALOGUE**

FROM SEPTEMBER 2017 - 2018

# HISTORY

1947 saw the foundation of French Watchmaking company Michel Herbelin, which this year celebrates its 70th birthday. Each watch carries a timeless design that reflects seven decades of a family passion. The brand has been passed down to 4 generations of the Herbelin family, who aspire to carry on with the successful legacy Michel Herbelin has become.



1947

*Michel Herbelin is recognized as the French specialist in mechanical watches. His name is associated with technical expertise, quality and precision.*



1980

*Michel Herbelin starts his own company. His technical knowledge combined with rigorous methods enables him to create high quality watches.*

1960



*Michel's sons join him and give a new dimension to the company. The watches are then exported to many countries. Creative and luxury products are developed, using quartz technology. They reflect the French "Art de vivre".*

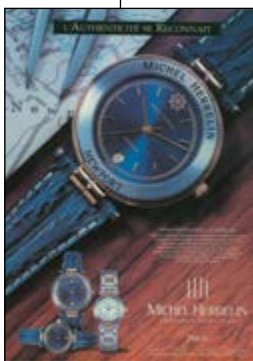
# 70<sup>th</sup> 1947 - 2017 Anniversary

*The family passion for the nautical world, and especially yachting boats leads to the birth of the Newport line. The blue and gold two tone model, released in 1990 enables the brand to significantly increase its visibility and is still plebiscited by consumers.*



*The brand image is entirely redefined. The message is clearer and a new appealing dream dimension is shown in every visuals.*

1988



2006

*The Michel Herbelin engineers developed the Antares Interchangeable model. The patented system gives the consumer the possibility to change straps in only 4 seconds. Like Newport, Antares becomes the emblem of the feminine range*

2017



# CRAFTMANSHIP

## THE AFTER SALES SERVICE

### Quality, Speed: reliability at the right price

- 2 year international guarantee on Quartz models
- 3 year international guarantee on Automatics
- 6 months free guarantee on all After Sales Service Interventions.
- Free links for metal bracelet adjustments on new watches.



*STEP 1*  
*Creative Idea and freehand drawing.*



*STEP 2*  
*Final design*



*STEP 5*  
*Control and adjustments*



*STEP 6*  
*Assembly, quality control and watch setting*

## MICHEL HERBELIN USES THE FINEST MATERIALS ONLY

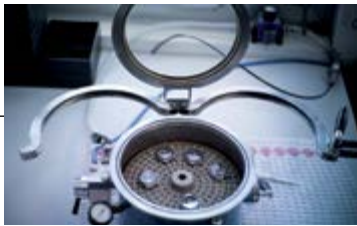
- Swiss made movements
- 316L stainless steel
- Sapphire crystal
- Diamond Top Wesselton VSI
- Genuine mother of pearl
- High grade PVD
- DLC coating (Diamond Like Carbon)
- Water resistant from 30 to 1000 meters



*STEP 3*  
*Technical drawing*



*STEP 4*  
*Prototypes and tests*



*STEP 7*  
*Water resistance control*



*STEP 8*  
*The strap assembly*

# NEWPORT CONNECT

70 years. The opportunity for us to look to the future and reinventing our iconic model NEWPORT, by providing it with smart features.



# NEWPORT CONNECT

## THE NEWPORT CONNECT IS A MULTI-FUNCTIONAL SMART WATCH.

The watch has 3 main information elements; call or message notification, activity and sleep tracking. The watch vibrates and turns to point to the desired subject area when needed to keep the wearer in touch with all the physical and social demands that modern life throws at you.

The Newport Connect functions with the MMT-365 application, available for iOS and Android. Once it is downloaded onto the smartphone, it is possible via Bluetooth to monitor activity and sleep for the day, the week or the month, thanks to simple, easy to understand graphics.

- Swiss movement
- 316L Stainless steel
- Sapphire crystal glass
- Water resistant to 100 meters



# NEWPORT CONNECT

- ⊗ Phone alerts
- ⊗ Notifications
- ⊗ Activity tracking
- ⊗ Sleep monitoring
- ⊗ 2 years battery life
- ⊗ Automatic time setting
- ⊗ Alarms



*The first horological & connected timepiece...*

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*... Made in France*





### PHONE FUNCTION

The PHONE function indicates calls in progress or missed calls.

1. As you receive a call, hands move under PHONE, and the watch vibrates.
2. In case you miss a call, hands will stay under PHONE to indicate it.  
To free the hands, press crown once.



### ACTIVITY MODE

ACTIVITY mode records and indicates your daily physical activity. It must be activated when you wake up. In case you forget to activate it, the watch will do it automatically after 250 steps.



### SLEEP MODE

SLEEP mode records and indicates the quality of your sleep. It must be activated when going to bed.

**WARNING:** the watch must be worn or put under the pillow in order to work.



### NOTIFICATIONS

NOTIFICATIONS function shows the information received on your smartphone, as they were set up beforehand.



### DUAL TIME FUNCTION

Once a second time zone is set up in the MMT app, press the crown 3 times to show it. Hands will go back to their former position after a few seconds





2017.GC/TRG14CA  
WR 50m  
Ø 41.5mm



2017.GC/15CB  
WR 50m  
Ø 41.5mm



2017.GC/G14CA  
WR 50m  
Ø 41.5mm



2017.LC/TR59CW  
WR 50m  
Ø 35mm



2017.LC/TR15CB  
WR 50m  
Ø 35mm



2017.LC/11CW  
WR 50m  
Ø 35mm

# NEWPORT



Precision watchmaking combined with attractive sportswear, the Newport collection offers a smart and sporty style. These models have been an integral part of the brand for more than 25 years, highlight the Michel Herbelin style and demand for quality. Inspired by the portholes of transatlantic ships, the Newport is an invitation to adventure!

- Swiss movement
- Stainless steel
- Diamond Like Carbon (DLC) on select models
- Sapphire crystal glass
- Water resistant to 100 meters



36656/TR14  
WR 100m  
Ø 42.5mm



36656/GN33  
WR 100m  
Ø 42.5mm  
DLC



36656/AN65  
WR 100m  
Ø 42.5mm



36656/42  
WR 100m  
Ø 42.5mm



36696/B44  
WR 100m  
Ø 42.5mm

# NEWPORT



36656/AN44  
WR 100m  
Ø 42.5mm



36695/B44  
WR 100m  
Ø 42.5mm



36654/TR14  
WR 100m  
Ø 40.3mm



36654/TR21MA  
WR 100m  
Ø 40.3mm



36654/AP17MA  
WR 100m  
Ø 40.3mm



12255/T11GO  
WR 100m  
Ø 38.5mm



12255/T35  
WR 100m  
Ø 38.5mm



12255/35  
WR 100m  
Ø 38.5mm



12285/BT11  
WR 100m  
Ø 38.5mm



12285/BT35  
WR 100m  
Ø 38.5mm



12285/B35  
WR 100m  
Ø 38.5mm







NEWPORT LADIES



18266/48XBTR59  
WR 100m  
Ø 33.5mm



18266/48XBT59  
WR 100m  
Ø 33.5mm



18266/48XB59  
WR 100m  
Ø 33.5mm



18266/BTR59  
WR 100m  
Ø 33.5mm



18266/BT59  
WR 100m  
Ø 33.5mm



18266/B59  
WR 100m  
Ø 33.5mm



18266/BTR22  
WR 100m  
Ø 33.5mm



33696/BTR59  
WR 100m  
Ø 34mm



33696/B59  
WR 100m  
Ø 34mm



33656/TR59GR  
WR 100m  
Ø 34mm



33656/AP59GO  
WR 100m  
Ø 34mm

# NEWPORT

## AUTOMATIC



With 70 years of watchmaking experience, Swiss know-how and technical precision, Michel Herbelin is capable of creating quality Automatic Timepieces.

- Swiss Automatic Movement
- Stainless steel
- Sapphire crystal glass
- Water resistant to 100 meters



1666/SQGR  
WR 100m  
Ø 40.3mm



255/TR14  
WR 100m  
Ø 43.5mm



255/RB42  
WR 100m  
Ø 43.5mm



255/RG44  
WR 100m  
Ø 43.5mm

# NEWPORT

## TROPHY



Navigating all oceans at big yachting races, Newport is one of the most charismatic collections of the brand. Each watch is created to represent the signature Michel Herbelin look, but with a slight twist of robust design features hard wearing materials. A stylish watch with strength of character makes for the perfect companion to any adventure.

- Swiss Movement
- Stainless steel
- Sapphire crystal glass
- Water resistant to 100 meters

NEWPORT TROPHY CHRONOGRAPH



36670/BTR14  
WR 100m  
Ø 41.5mm



36670/BTR48  
WR 100m  
Ø 41.5mm



36670/BT15  
WR 100m  
Ø 41.5mm



36670/B14  
WR 100m  
Ø 41.5mm



36670/B15  
WR 100m  
Ø 41.5mm



36675/15  
WR 100m  
Ø 41.5mm



36675/TR48MA  
WR 100m  
Ø 41.5mm



36675/14  
WR 100m  
Ø 41.5mm

# INSPIRATION

1947



**70<sup>th</sup>**  
1947 - 2017 Anniversary

## An Inspired Style

Michel Herbelin inspired three generations with his passion for creativity and attention to detail. Reliability, precision and elegance added to the success of the French brand that now celebrates 70 years of watchmaking expertise. Seven decades of the family's passion is captured in a limited series of 500 pieces worldwide.

True to the watchmaking conventions of the 1950s, Inspiration 1947 is fitted with a manually wound mechanical movement – the first seen at Michel Herbelin since 1970. As ever, a Swiss-made calibre was selected to guarantee reliability and sturdiness.

- Swiss Mechanical Movement
- 316L Stainless Steel
- Plated in 20-micron Yellow Gold (for Limited Edition model)
- Domed Sapphire Crystal Glass
- Water-resistant to 30 metres





1947/P11MA  
Ø 40mm  
Mechanical  
Limited Edition



1947/T11MA  
Ø 40mm  
Mechanical



18247/PR11GO  
Ø 40mm



18247/11GO  
Ø 40mm



A collection inspired from the watch designs of its earliest years of 1947 Michel Herbelin designed this anniversary model to anchor it in the 21st century, with a modern Swiss Quartz movement and domed Sapphire Crystal glass.

- Swiss Movement
- 316L Stainless Steel
- Domed Sapphire Crystal Glass
- Water-resistant to 30 metres



18247/11B  
Ø 40mm



18247/15B  
Ø 40mm

# EPSILON



Classic design, clean lines and understated luxury is captured within the Epsilon collection to create watches that will stand the test of time and never go out of style!

- Swiss Movement
- 316L Stainless steel
- Sapphire crystal glass



414/BP11  
Ø 36mm



414/BT12  
Ø 36mm



414/BP01  
Ø 36mm



414/BT01  
Ø 36mm



414/B01  
Ø 36mm

# CITADINE



The Citadine collection proves that a watch can be both stylish and practical – perfect for everyday wear! Trendy yet sophisticated, this collection offers simplistic designs and a variety of colour options to accompany the modern day metropolitan man or woman in any City-setting they may find themselves in.

- Swiss Movement
- Stainless steel
- Sapphire crystal glass
- Water resistant to 100 meters



19515/21B  
Ø 38.7mm



16915/29B  
Ø 30.5mm

CITADINE



19515/TR22  
Ø 38.7mm



19515/TR01MA  
Ø 38.7mm



19515/01  
Ø 38.7mm



19515/15  
Ø 38.7mm



19515/N21GO  
Ø 38.7mm



19515/17MA  
Ø 38.7mm





17415/T59N  
Ø 36mm



17415/59BR  
Ø 36mm



17415/15  
Ø 36mm



17415/04  
Ø 36mm



17415/T12  
Ø 36mm



16915/TR01MA  
Ø 30.5mm



16915/TR22  
Ø 30.5mm



16915/01  
Ø 30.5mm



19515/TR01MA  
Ø 38.7mm



16915/TR01MA  
Ø 30.5mm



19515/TR22  
Ø 38.7mm



16915/TR22  
Ø 30.5mm



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19515/01  
Ø 38.7mm



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16915/01  
Ø 30.5mm



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12443/P01  
Ø 34mm



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16845/P01  
Ø 26mm



12213/TR14  
WR 50m  
Ø 39mm



12213/TR12MA  
WR 50m  
Ø 39mm



12213/12MA  
WR 50m  
Ø 39mm

# CITADINE

## AUTOMATIC



The Citadine Automatic Swiss movements show Michel Herbelin's master horology at its best. A Classically understated design, pays tribute to tradition & modernity, these timepieces are appreciated by watch connoisseurs.

- Swiss Automatic Movement
- 316L Stainless steel
- Sapphire Crystal Glass
- Genuine Leather straps
- Water-resistant to 30 metres



1659/PR17MA  
Ø 41mm



1659/17MA  
Ø 41mm



1659/11  
Ø 40mm



1669/14  
Ø 40mm

# AMBASSADES



Each watch in this collection carries a classic design that takes one back in time, while modern elements are added to give each timepiece a youthful soul. A timeless piece for the modern day person, designed with Swiss Automatic and Quartz movements. Ambassadors is a true ambassador of Michel Herbelin's mantra.

- Swiss Movement
- Stainless steel
- Sapphire crystal glass
- Water resistant to 50 meters





1650/TR14  
WR 50m  
Ø 41mm



1650/TR12MA  
WR 50m  
Ø 41mm



1650/25MA  
WR 50m  
Ø 41mm



12250/BTR14  
WR 50m  
41mmØ



12250/BTR12  
WR 50m  
41mmØ



12250/B25  
WR 50m  
41mmØ

# M - B A N D



Brought to life by the style of the 70's, the M-Band collection adds a hint of nostalgia to a superbly modern timepiece that is fully in tune with today's trends. Classic timepieces with emphasized metal bracelets and a subtle touch of glamour on the dials – no wonder it is one of South Africa's favourites!

- Swiss Movement
- Polished Stainless steel
- High Grade PVD
- Sapphire crystal glass



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17482/BP63  
Ø 25.3 x 29.3mm



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17482/B09  
Ø 25.3 x 29.3mm

M-BAND



17056/BP19  
Ø 28mm



17056/BT19  
Ø 28mm



17056/BTR19  
Ø 28mm



17056/B19  
Ø 28mm



17056/50XB19  
Ø 28mm



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17056/BP63  
Ø 28mm



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17056/BT62  
Ø 28mm



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17056/BTR62  
Ø 28mm



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17056/B62  
Ø 28mm

M-BAND



17082/BP63  
Ø 31mm



17082/BP64  
Ø 31mm



17082/BT62  
Ø 31mm



17082/BTR62  
Ø 31mm



17082/B64  
Ø 31mm



17082/B62  
Ø 31mm



17082/BT59  
Ø 31mm



17082/BTR19  
Ø 31mm



17082/B09  
Ø 31mm



17082/BP13  
Ø 31mm



17082/BTR02  
Ø 31mm

# PERLE



French flair at its finest, Perle is for the resolutely feminine who likes a hint of glamour. Each watch boasts a beautifully crafted bracelet, elegant in full stainless steel, and a dainty case that is hand set with top quality crystals. Sophistication has never been this effortless.

- Swiss Movement
- Stainless steel
- High Grade Gold PVD
- Sapphire crystal glass





16873/44XP59  
Ø 24.4mm



16873/44XB59  
Ø 24.4mm



16873/44XB49  
Ø 24.4mm

# CÂBLE



Inspired by the San Fran Cisco bridge and its cable structures, this collection represents architecture and underlying strength. Although this design brought a twist to the Michel Herbelin look, this collection is an integral part of the brands' timeless tale.

- Swiss Movement
- Stainless steel
- High Grade Gold PVD
- Sapphire crystal glass



19415/BT59  
Ø 31.5mm



19415/BT62  
Ø 31.5mm



19415/BTR59  
Ø 31.5mm



19415/B59  
Ø 31.5mm



19415/B62  
Ø 31.5mm

# CÂBLE



17125/BT59  
Ø 26mm



17125/41XB19  
Ø 26mm



17125/B59  
Ø 26mm



17125/B62  
Ø 26mm



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17425/BT19  
Ø 25.7mm



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17425/BTR19  
Ø 25.7mm



---

17425/BNA14  
Ø 25.7mm



---

17425/B19  
Ø 25.7mm

## CÂBLE



17420/BT62  
Ø 22.5mm



17420/BT12  
Ø 22.5mm



17420/B62  
Ø 22.5mm



17420/BNA14  
Ø 22.5mm



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17422/BTR11  
Ø 22.5mm



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17422/B11  
Ø 22.5mm

# SCANDINAVE



Contemporary with its sleek curves and streamlined design, the Scandinave collection reveals the elegance of its simplicity. A clever blend of modernism and femininity, Scandinave sets the tone for urban sophistication.

- Swiss Movement
- Polished Stainless steel
- High Grade Gold PVD
- Sapphire crystal glass





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17401/BT02  
Ø 26.5mm



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17401/BT11  
Ø 26.5mm



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17401/B02  
Ø 26.5mm



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17401/B11  
Ø 26.5mm

SCANDINAVE



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17411/BPR19  
Ø 30.5mm



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17411/BPR02  
Ø 30.5mm



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17411/BTR19  
Ø 30.5mm



---

17411/BTR11  
Ø 30.5mm



17411/BTR02  
Ø 30.5mm



17411/B02  
Ø 30.5mm

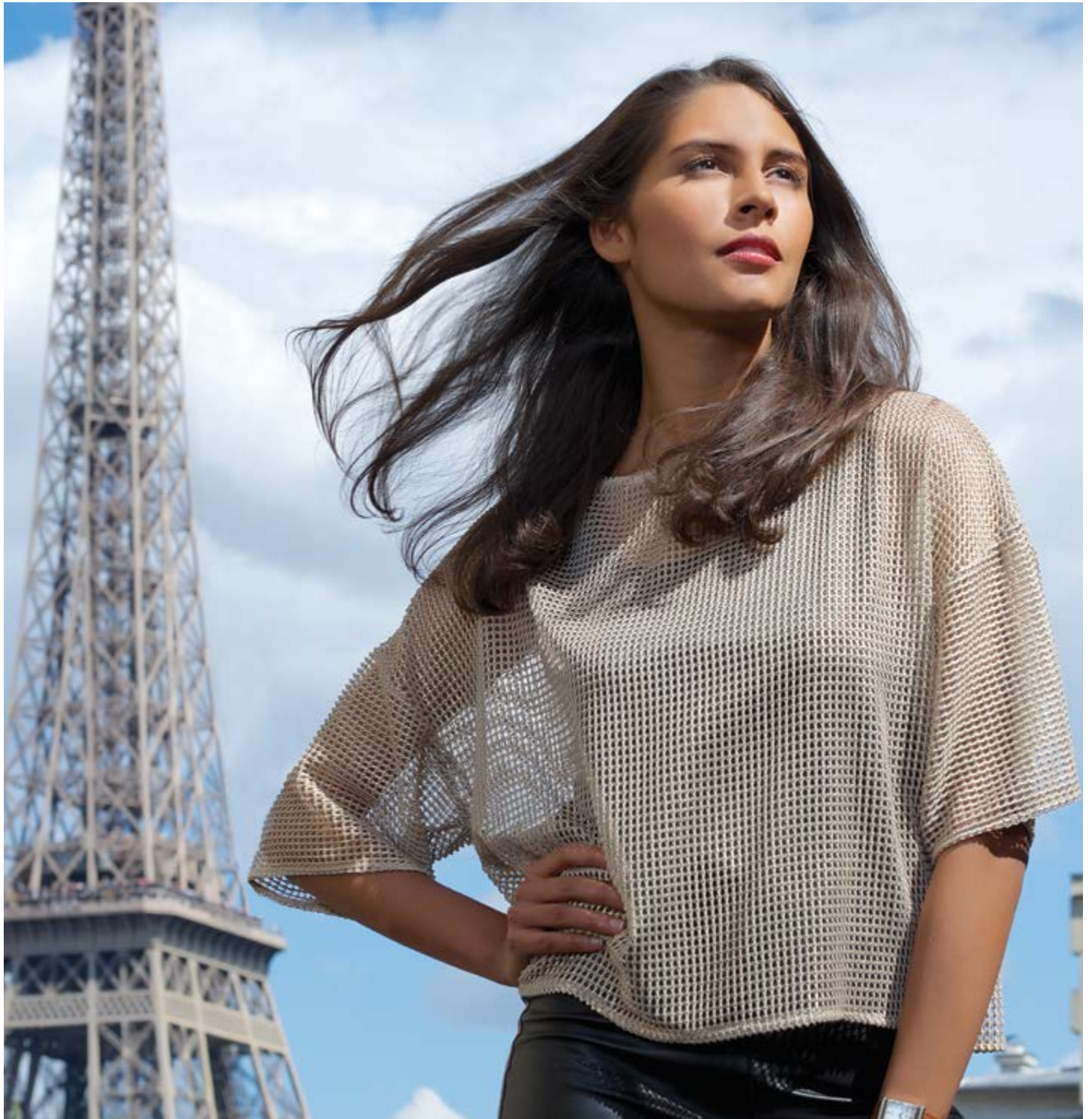


17411/B14  
Ø 30.5mm



17411/B19  
Ø 30.5mm

# SALAMBO



Strikingly simple, the femininity of this bangle watch is achieved by its softly turned edges and high grade polished steel. A timepiece that beholds elegant sophistication any woman wants to flaunt.

- Swiss Movement
- Polished Stainless steel
- High Grade Gold PVD
- Sapphire crystal glass



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17410/BT11  
Ø 22.5mm



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17410/B59  
Ø 22.5mm



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17001/BT52  
Ø 22.2mm



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17001/18XB62  
Ø 22.2mm



17413/BP63  
Ø 26mm



17413/BT59  
Ø 26mm



17413/B62  
Ø 26mm



17413/B29  
Ø 26mm



17402/BP59  
Ø 26mm



17402/BT62  
Ø 26mm



17402/B19  
Ø 26mm



17402/B62  
Ø 26mm

# ANTARES



Antares resolutely feminine, elegant and versatile.

Antares pays tribute to every woman. Its interchangeable patent system enables you to change your look as you wish, with a simple click-and-lock system which requires no tools. Colourful or neutral – the choice is yours!

- Swiss Movement
- Stainless steel
- Sapphire crystal glass
- Genuine Leather in various colours
- Water resistant to 50 meters



*Antares*

BRACELETS INTERCHANGEABLES



COF.17443/19GTL  
Ø 29mm



COF.17443/B01GO  
Ø 29mm



COF.17443/01NT  
Ø 29mm



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COF.17048/B01SO  
Ø 20x29mm



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COF.17448/01NG  
Ø 19x32.2mm

*Antares*  
OPTIONAL STRAPS



BRAC.17048.18/A



BRAC.17048.19/A



BRAC.17048.30



BRAC.17048.25



BRAC.17048.39/A



BRAC.17048/A



BRAC.17048.78/A




BRAC.17048.69



BRAC.17048.68

ADVERTISING VISUAL OPTIONS

L'émotion en mouvement



*Nouvel chronographe  
Swiss Movement, Made in France  
Sapphire Crystal glass  
Water resistant to 100 metres*

**MICHEL HERBELIN**  
ATELIER D'HORLOGERIE FRANÇAISE  
DEPUIS 1867

www.michel-herbelin.co.za | Stockist enquiries: (011) 448 2210  
 Facebook: Michel Herbelin South Africa Instagram: @mherbelinsa



255/RB42  
WR 100m  
Ø 43.5mm



255/TR14  
WR 100m  
Ø 43.5mm

L'émotion en mouvement



*Nouvel chronographe  
Swiss Movement, Made in France  
Sapphire Crystal glass  
Water resistant to 100 metres*

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 Facebook: Michel Herbelin South Africa Instagram: @mherbelinsa





33696/BTR59  
WR 100m  
Ø 34mm




33696/B59  
WR 100m  
Ø 34mm



ADVERTISING VISUAL OPTIONS

  
**MICHEL HERBELIN**  
 ATELIER D'ORLOGERIE FRANÇAISE  
DEPUIS 1747





Phone alerts  
 Notifications  
 Activity tracking  
 Sleep monitoring  
 2 years battery life  
 Automatic time setting  
 Alarms

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 Michel Herbelin South Africa  @mherbelin



2017.GC/G14CA  
WR 50m  
Ø 41.5mm



2017.GC/15CB  
WR 50m  
Ø 41.5mm

  
**MICHEL HERBELIN**  
 ATELIER D'ORLOGERIE FRANÇAISE  
DEPUIS 1747





Phone alerts  
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 Alarms

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 Michel Herbelin South Africa  @mherbelin



2017.LC/TR59CW  
WR 50m  
Ø 35mm



2017.LC/TR15CB  
WR 50m  
Ø 35mm

ADVERTISING VISUAL OPTIONS

MICHEL  
HERBELIN

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DEPUIS 1847



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*Newport chronograph*

MICHEL  
HERBELIN

ATELIER D'HORLOGERIE FRANÇAISE  
DEPUIS 1847



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*Newport chronograph*

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HERBELIN**  
ATELIER D'HORLOGERIE FRANÇAISE  
DEPUIS 1848



**ANTARES BRACELETS INTERCHANGEABLES** [www.michel-herbelin.co.za](http://www.michel-herbelin.co.za) | Stockist enquiries: (011) 448 2210

# LUXCO

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